

WYC:imp 60304L 4/28/05

PATENT

In the Claims:

1. (Original) An electronic commerce method comprising:
providing a printed catalog that includes an image of an article offered for sale by a merchant, wherein the image is steganographically encoded with plural-bit binary data;
optically sensing the image to produce image data corresponding thereto;
decoding the steganographically encoded data from the image data; and
electronically ordering the article from the merchant by use of said decoded data, wherein said ordering makes use of earlier-stored customer profile information.
2. (Original) The method of claim 1 in which the customer profile information includes clothing size data.
3. (Original) The method of claim 2, further comprising:
processing the decoded data for transmission to a remote merchant computer, said processing including supplementing the decoded data with supplemental data corresponding to the customer;
transmitting the processed data to the remote merchant computer;
receiving first order data from the remote merchant computer, responsive to the transmitted processed data;
presenting the first order data to the customer;
receiving from the user further input selecting among options included in the first order data; and
transmitting said further input to the remote merchant computer.
4. (Original) The method of claim 3 in which the supplemental data includes the customer profile information.
5. (Original) The method of claim 3 in which the supplemental data includes data identifying the customer.

6-13. (Canceled)

AMENDMENT 09/679,262

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